Sainsbury's

Health Criteria

The criteria has been developed to consider the following aspects:

1. UK Dietary Guidelines

2. Nutrient content claims that are relevant to the product category

3. Public Health England (PHE) reformulation targets (**Sugar**[*], **Salt**, **Calories**)

4. Department of Health Traffic Light labelling

In addition to help navigate the decision trees and definitions see the following:

Food group hierarchy

Provides the definition for how products are categorised, if the food is a core food (on the Eatwell Guide) and whether it is a food, composite dish or beverage.

Learn more

Relevant nutrition claims by category

This outlines the positive and comparative claims that are relevant for the category the product is in.

Learn more

Portion control criteria

Predominantly based on the calorie cap targets set within the PHE sugar and calorie reduction guidelines.

Learn more

View Foods (except composite dishes) decision tree

View Beverages decision tree

View Composite foods decision tree

*category level 20% reduction guideline

Foods (except composite dishes)

This decision tree is interactive, click on underlined text to find out more.

Plan for Better

YES — **Is the food considered part of an Eatwell category?** — **NO**

Column 1 (YES path)

Is the product category likely to contain **conventionally healthy** products? — **NO** →

YES ↓

Does the product meet all relevant Public Health England (PHE) targets?

- **Sugar***
- **Salt**
- **Calories**

YES ↓   **NO** →

Does the product have only **amber and green traffic lights** unless naturally occurring?

YES ↓   **NO** →

Column 2

Can the product make a relevant **positive nutrition claim**?

HIGH IN FIBRE · 1 OF 5 A DAY — **NO** →

YES ↓

Does the product meet all relevant Public Health England (PHE) targets?

- **Sugar***
- **Salt**
- **Calories**

NO →

YES →

Does the product have only **amber and green traffic lights** unless naturally occurring?

YES ↓   **NO** →

Column 3

Can the product claim any **two** of the below:

- **Conventionally healthy**
- **Positive nutrition claim**
- **Comparative nutrition claim**
- Meets all relevant PHE targets:
  - **Sugar***
  - **Salt**
  - **Calories**

- Has a maximum of **one red traffic light (two if naturally occurring)**

NO →

YES ↓   **NO** →

Column 4 (NO path)

Is the product able to make a **positive or better for you claim**?

AND

If single serve – is the product **portion controlled**?

HIGH IN PROTEIN · LOW IN SALT

YES ↓   **NO** →

Does the product meet all relevant Public Health England (PHE) targets?

- **Sugar***
- **Salt**
- **Calories**

OR

Does the product have a maximum of **one red traffic light (two if naturally occurring)**?

YES ↓   **NO** →

Column 5

Is the product able to make a **positive or better for you claim**?

OR

If single serve – is the product **portion controlled**?

YES ↓   **NO** →

Ratings (stars):

- ★★★★★ (5 green stars)
- ★★★★ (4 green stars)
- ★★★ (3 orange stars)
- ★★ (2 red stars)
- ★ (1 red star)

Healthy / Healthier	Better for you	Less Healthy

*category level 20% reduction guideline

Beverages

This decision tree is interactive, click on underlined text to find out more.

Plan for **Better**

YES → **Is the food considered part of an Eatwell category?** ← **NO**

Column 1

Is the product category likely to contain **conventionally healthy** products? — **NO** →

YES ↓

If single serve does the product meet the criteria for 5* **portion control**? — **NO** →

YES ↓

Does the product meet all relevant Public Health England (PHE) targets?
- **Sugar***
- **Salt**
- **Calories**

YES ↓   **NO** →

Does the product have only **amber and green traffic lights** unless naturally occurring?

YES ↓   **NO** →

⭐⭐⭐⭐⭐

Column 2

Can the product make a relevant **positive nutrition claim**?

SOURCE OF CALCIUM *1 OF 5 A DAY*

— **NO** →

YES ↓

If single serve does the product meet the criteria for 4* **portion control**? — **NO** →

YES ↓

Does the product meet all relevant Public Health England (PHE) targets?
- **Sugar***
- **Salt**
- **Calories**

YES →

Does the product have only **amber and green traffic lights** unless naturally occurring? — **NO** →

YES ↓

⭐⭐⭐⭐

Column 3

Is the product:
- **Conventionally healthy**
- Able to make a **positive claim**
- Able to make a **comparative claim**

OR

- Able to meet the 4* **portion control criteria** — **NO** →

YES ↓

Does the product meet all relevant Public Health England (PHE) targets?
- **Sugar***
- **Salt**
- **Calories**

OR

Does the product have a maximum of **one red traffic light (two if naturally occurring)**? — **NO** →

YES ↓   **NO** →

⭐⭐⭐

Column 4

Is the product able to make a **positive or better for you claim**?

AND

If single serve – is the product **portion controlled**?

HIGH IN PROTEIN *LOW IN SUGAR*

YES ↓   **NO** →

⭐⭐

Column 5

Is the product able to make a **positive or better for you claim**?

OR

If single serve – is the product **portion controlled**?

YES ↓   **NO** ↓

⭐

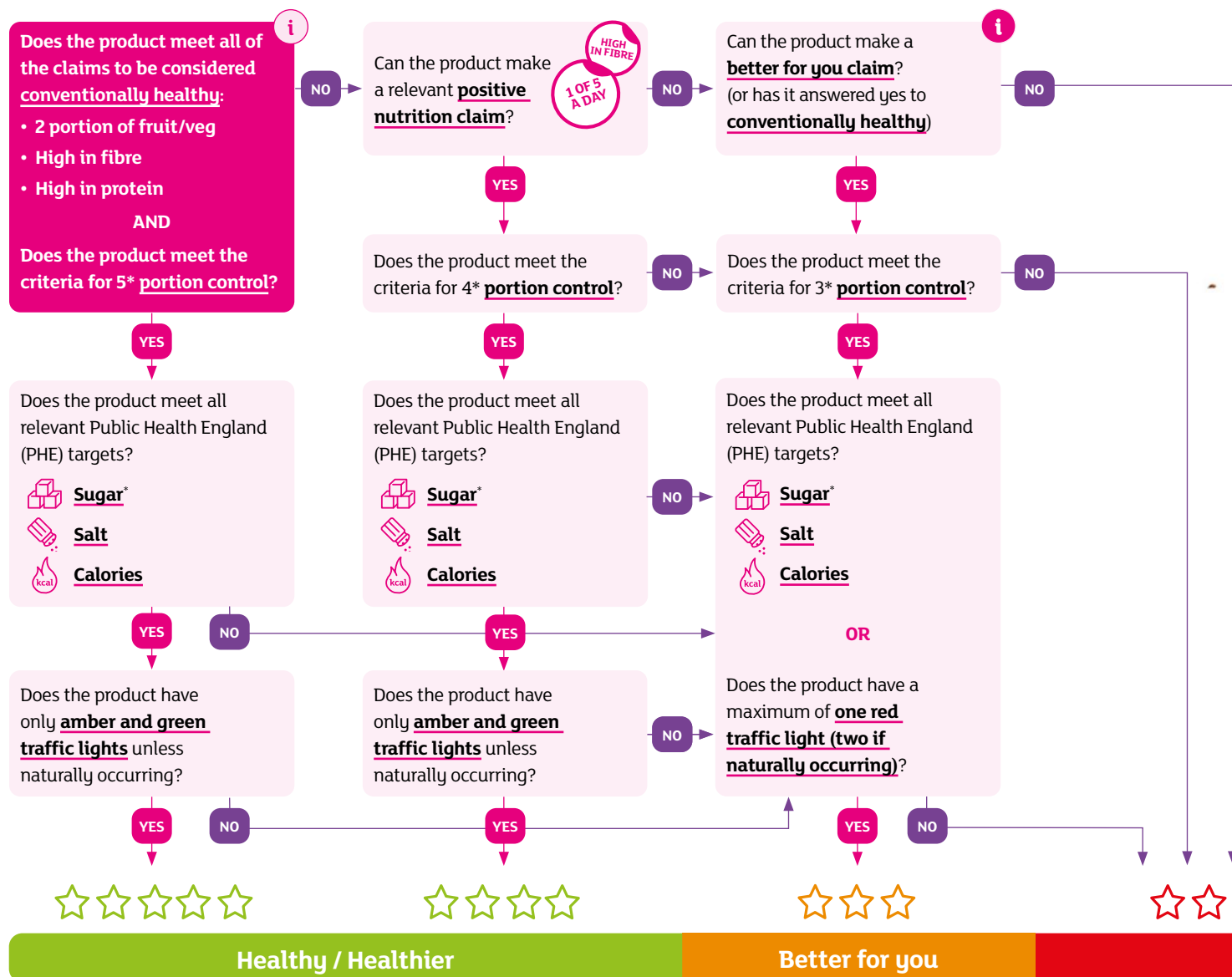| Healthy / Healthier	Better for you	Less Healthy

*category level 20% reduction guideline

Adapted decision tree for beverages with a question on portion size applied to the 5*, 4* and 3* column flow – proposed in keeping with general consensus guidance that certain beverages can form part of a balanced diet when consumed in a portion.

Composite foods

This decision tree is interactive, click on underlined text to find out more.

Plan for Better

Does the product meet all of the claims to be considered conventionally healthy:
- 2 portion of fruit/veg
- High in fibre
- High in protein

AND

Does the product meet the criteria for 5* portion control?

→ **NO** →

Can the product make a relevant **positive nutrition claim**?

HIGH IN FIBRE
1 OF 5 A DAY

→ **NO** →

Can the product make a **better for you claim**? (or has it answered yes to **conventionally healthy**)

→ **NO** →

YES ↓ (from conventionally healthy)

Does the product meet all relevant Public Health England (PHE) targets?
- 🧊 **Sugar***
- 🧂 **Salt**
- 🔥 **Calories**

YES ↓

Does the product have only **amber and green traffic lights** unless naturally occurring?

YES ↓ → ★★★★★ (green)
NO →

YES ↓ (from positive nutrition claim)

Does the product meet the criteria for 4* **portion control**?

→ **NO** →

YES ↓

Does the product meet all relevant Public Health England (PHE) targets?
- 🧊 **Sugar***
- 🧂 **Salt**
- 🔥 **Calories**

YES →

Does the product have only **amber and green traffic lights** unless naturally occurring?

YES ↓ → ★★★★★ (green)
NO →

YES ↓ (from better for you claim)

Does the product meet the criteria for 3* **portion control**?

→ **NO** →

YES ↓

Does the product meet all relevant Public Health England (PHE) targets?
- 🧊 **Sugar***
- 🧂 **Salt**
- 🔥 **Calories**

OR

→ **NO** →

Does the product have a maximum of **one red traffic light (two if naturally occurring)**?

YES ↓ → ★★★ (orange)
NO →

★★★★★ (green)   ★★★★★ (green)   ★★★ (orange)   ★★ (red)   ★ (red)

Healthy / Healthier	Better for you	Less Healthy

*category level 20% reduction guideline

Adapted decision tree for composite dishes with a question on portion size applied to the 5*, 4* and 3* column flow – proposed because these products are typically positioned as a meal and therefore the relative importance of energy control viewed to be greater.